

Designation: Senior Digital Marketing Executive

Job Reference ID: WTAHMDME

Relevant Experience: 3-5 years

Position(s): 1

Location: Ahmedabad

Contact: careers@wishtreetech.com

Job Responsibilities

- Formulate and execute the digital marketing strategy for the company across all channels
- Manage and improve our online marketing including SEO, SMO, and another online media
- Collaborate with Designers, Content Writers and Marketing team
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content
- Identify trends and insights, and optimize spend and performance based on the insights
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, case study, infographics, etc.)
- Come up with innovative ideas and growth hacks to drive more business
- Manage all SEO and Content Marketing efforts to ensure constant improvement in organic traffic and organic business volumes
- Participate in organization-wide strategy planning and expand thinking around the role of marketing in achieving growth
- Maintenance of Google My Business listings
- Create campaigns to raise brand awareness across our social networks (Facebook, Twitter, LinkedIn, and YouTube)

Required Skills

- Proven hands-on experience in digital marketing.
- Hands-on experience in doing SEO (on-page and off-page) and Content Marketing for brands.
- A result-oriented professional digital marketer with a Sound understanding of the basic framework of end-to-end business operations.
- A strategic thinker & a problem solver with excellent decision-making and leadership skills.
- Digital Skills: A hardcore digital marketer with business Analysis & Planning, Marketing strategy formulation, Budgeting & Forecasting, Online Advertising, Media.
- Candidate should have knowledge of Google Analytics, Google webmaster tools.
- Experience in setting up and optimizing PPC campaigns on all major search engines.
- Strong communication and interpersonal skills.